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Introduction to Studies in Creativity

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### What is Creativity in Illustration?

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# CREATIVITY in ILLUSTRATION?

Creating **Original** and **effective** (Runco & Jaeger, 2012) illustrations that are well-designed to be visually appealing and to serve a purpose based on the artist/client's intent.

Who, what where, when, why and how is this seen this here at Sheridan?

## WHO?

is creative



### ★ The artist!

- ↳ in this case, arts students
- ↳ perhaps in collaboration with:
  - other students
  - other artists
  - professors
  - clients

### ★ These people are:

- ↳ bold
- ↳ open to new ideas
- ↳ thoughtful
- ↳ knowledgeable (re art & design)
- ↳ insightful

## WHAT?

is the creative product



### ★ Illustrations!

- ↳ Narrative work (comics, children's books)
- ↳ Information design (medical, maps, textbook diagrams)
- ↳ Editorial work (magazine covers, metaphoric designs)
- ↳ ...and much more! (album covers, posters, package design...)

## WHEN?

are we creative

### ★ Stages of creation in illustration

- ↳ research
- ↳ thumbnails
- ↳ rough drawings
- ↳ media studies
- ↳ FINAL ART



## WHERE?

are we creative



- ★ In studios, labs & classrooms
- ★ By yourself or with others
- ★ In sketchbooks - capture ideas on the go

## WHY?

are we creative

- ★ Learn techniques to make effective & original illustrations
- ★ Fill the world with beautiful design
- ★ Make good designs that serve a purpose
- ★ Depict the world in new ways that a camera cannot



## HOW?

are we creative

### ★ Tools to help with ideation:

- ↳ Mindmaps, sketch-books, Pinterest boards, research, peer critiques and feedback

### ★ Experimentation:

- ↳ different techniques, mediums, styles, products, etc.

### ★ Take inspiration:

- ↳ master artists, peers, images, found objects, environment, etc.

Supporting these resources, processes and people will lead to more creative, and thereby effective & original (Runco & Jaeger, 2012) works created by illustrators, both here at Sheridan and beyond!